U. S. DEPARTMENT OF AGRICULTURE
Production and Marketing Admin.
821 Market Street, Room 609
San Francisco 3, California
Western Area

Approx. Time 15 minutes
April 2, 1946
District and State Directors
Can Fit to Allotted Time

FOOD FIGHTS FOR FREEDOM --- AT HOME AND ABROAD
(Weekly Script No. 104)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECTS: Victory Garden
World Food Picture

PARTICIPANTS: Announcer
P&MA

NOTE: This full 15-minute script may be used as such, and also revised slightly at the indicated place, to serve as separate scripts for broadcast over stations other than regular program.

All music directions are purely optional, but would add finish to broadcast.
MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food. At the outset of the war, the food slogan was "Food Will Win the War and Write the Peace". Today, we are finding out the true meaning of how food can "write the peace". The forces of this nation are mobilizing behind the President's Famine Emergency Committee to provide the food to write the peace.

PMA: We can all be active, ex-officio members of this Committee. And it will take full cooperation from each of us to banish the specter of famine from war-ridden Europe and Asia.

ANNCR: Now, here is _____, assistant state director for the Production and Marketing Administration, to tell us about latest developments in our emergency food-saving program.

PMA: Thank you, _____. The emergency food program is now beginning to "jell", you might say. We're each finding something we can do to help. But whatever it is, we still feel the situation abroad is very desperate, and that certainly there's something more we can do.

ANNCR: Well, there's always a Victory Garden. Have you planted yours?

PMA: I've planned it, but it isn't in the ground. And planning is more important this year, than ever. The National Victory Garden Conference has recommended a goal of 20 million gardens for this year. That's 1½ million more than we had last year.

ANNCR: This higher grade shows how important Victory Gardens are, as you've told us on previous broadcasts.

PMA: And at the national conference, an intensive program of home and community food preservation was also suggested. This is based on the idea, of course, that we may not be able to eat all the food we raise when it's ready to eat. If we preserve the excess for winter use, it will prevent food waste and be a protection against possible shortages.

ANNCR: That's just what people found out when we had a wartime canning program. Many folks are still eating the food they canned last year.

PMA: And mighty glad to have it, too. Now along the lines of planning a Victory Garden before you plant it, let's remember we don't have any seed or fertilizer to waste. It's wise to plan the size of your garden according to your family needs, and according to your ability to take care of it.

ANNCR: In other words, don't plant too big a garden and then neglect it because you don't have sufficient time to take care of it all.

PMA: No, because a neglected garden is about as bad as no garden.

ANNCR: Speaking of neglected gardens, one thing amateur gardeners have to be very careful about is planting too much of the same vegetable. I can remember the trouble some of my friends had in the early days of Victory Gardens, when they just planted with reckless abandon....

PMA: ...and sometimes grow vegetables they didn't like just because the picture on the seed package looked good. There isn't any time for reckless gardening in this emergency food program either. Food value is an important factor in determining what vegetables to grow. And the family's taste is another.

ANNCR: So the point of Victory Gardens for 1946 is "plant to a plan".

PMA: From the continual reports we're getting about the situation in famine-stricken areas, there'll be plenty of compensation for all the energy and time folks spend on Victory Gardens. It will be compensation in terms of actual food...and in terms of the satisfaction that comes from knowing they're making more food available to relieve the misery and suffering of others.

ANNCR: That latter compensation...helping to get more food to Europe ,is, of course, a major one. I think most people are becoming much more conscious of how very desperate conditions really are.

(NOTE: ABOVE SECTION COULD ALSO BE USED AS THE BASIS FOR A 5-MINUTE BROADCAST ON VICTORY GARDENS.)

PMA: Of course, some of us may get a little impatient. After all famine and starvation are conditions rather remote from our own experiences right now. Our soldiers who've been overseas can tell us plenty. But still, we're not on the scene.

ANNCR: But don't you think the survey which Mr. Hoover is now making for the Famine Emergency Committee is helping people to realize the facts more and more?

PMA: Yes. Also, the Office of Foreign Agricultural Relations of the Department of Agriculture is constantly giving us reports of conditions abroad. When we learn that the children in a town in Yugoslavia are eating every other day, not every day as our children are, it begins to hit home.

ANNCR: Or when we learn that there are so many homeless children in Europe.. and so many suffering from tuberculosis.

PHA: In Europe, the TB among children borders on epidemic proportions and it's due in great part to malnutrition. The effects are something many of these children will carry with them for life, <u>if</u> they live.

PHA: We're all depending considerably of course on these reports from Mr. Hoover and Dr. Fitzgerald of the USDA's Foreign Agricultural Relations Office as they make their survey. For instance, we have learned that as yet, we're in a position to take preventive measures against famine in France, French Africa and Italy...that these peoples are not yet at the famine stage.

ANNCR: That's a cheerful note, I must say.

PHA: It's better than some folks had anticipated. And you'll notice in these various reports there's considerable talk about diets in terms of calories. In France, for instance, the total caloric content of the average diet is about 1930 calories. This is about 500 calories less than the so-called basic diet level. But in French North Africa and Italy, the total is only about 1500 calories.

ANNCR: Now, that's certainly getting close to the starvation level.

PHA: You're right. It's about the slow starvation level. A person can stay alive on 1500 calories a day, but not for long. You see, the average man or woman living an ordinary everyday life requires about 100 calories an hour for maintenance of the body alone. For light work, you must add 75 calories an hour...for hard work, between 150 and 300 calories an hour must be added. Very heavy workers require the 2400 calories a day for maintenance plus 300 or more an hour.

ANNCR: Then the people in French Africa and Italy aren't getting enough energy in a diet of 1500 calories to keep themselves going.

PMA: That's why Mr. Hoover and Dr. Fitzgerald have reached the conclusion from their visits to these three counties alone, that it's vitally important for Americans to reduce the amount of bread and wheat products they use by forty percent...and the amount of fats and oils used by 20 percent.

ANNCR: And, of course, it's better to take preventive measures against famine. Once the famine stage is reached, the damage is done.

PMA: For that very reason, the Famine Emergency Committee, in weighing in reports received so far from these two men, is urging our people to cut down their consumption of wheat and fats and oils now.

ANNCR: Are these low-calorie diets pretty universal throughout Europe?

PMA: For instance, in the Netherlands, the latest official ration provides a daily average of 1788 calories for the normal consumer, which is about half what we have. But heavy workers get 2541 which is the subsistence rate, and very heavy workers receive 3,488 calories, close to our average ration.

ANNCR: All of this means that the average consumer is barely living in the Netherlands in order to provide workers with food for sufficient strength to do their jobs and to help rebuild their country.

PMA: And this is a problem all over Europe. At present, French officials are worrying about a very grave fats and oils shortage. The distribution of 600 grams a month to each person is about <u>two months behind.</u>

ANNCR: How does this ration of 600 grams of fats and oils compare with what the French <u>should</u> be getting?

PMA: Pre-war consumption was between 1100 and 1200 grams, plus considerable amounts of fat cheeses which aren't available today.

ANNCR: Then they're getting <u>less</u> than <u>half</u> of their pre-war consumption figure.

PHA: Yes, and their particular problem is much worse, because of the world shortage of fats and oils. And this is obviously the reason we have been asked to reduce our purchases of fats and oils by 20 percent. I'd like to point out, however, that if homemakers are diligent about conserving fats and oils in cooking, they'll find they need less.

ANNCR: I suppose the farther into Europe a person goes, the worse the picture becomes.

PHA: Yes when Mr. Hoover and Dr. Fitzgerald went into Poland and Finland, they sent back word of a much more desperate food picture. There was more undernourishment, than in the first three countries they visited. In Poland, the average weight of infants being examined in public clinics is thirty percent lower than before the war.

ANNCR: Well, I don't think we need any more facts,_____, to show us why this is a food emergency. (NOTE: SECTION ON FOREIGN FOOD CONDITIONS CAN ALSO BE USED AS BASIS FOR 6 OR 7 MINUTE BROADCAST).

ANNCR:(CONT) Now,perhaps you'll tell us about some of the jobs being done by the citizens of our own state to help meet this food emergency.

(NOTE: SUGGEST YOU ADAPT THE FOLLOWING SECTION TO ORGANIZATION OF THE CAMPAIGN IN YOUR STATE. ADD ABOUT 100 WORDS ON LOCAL ACTIVITIES.)

PHA: As many folks already know, we've held a state-wide organization meeting at which practically every economic, civic, social and religious group was represented. The meeting took place in _____ (city) on _____(date). A state-wide "Emergency Food Conservation Committee" (change if this is not the name of your committee) has been set up to coordinate activities. And now, you might say, we're spreading the word around about what people can do to make this food available as quickly as possible.

ANNCR: That covers a pretty broad field....that phrase of yours "spreading the word around about what people can do".

PMA: It does, in more ways than one. Besides the saving of food in individual homes, the cutting down on consumption of wheat products and fats and oils, the food trade, public eating places, school lunchrooms....well, about everyone who eats food, or prepares food for others to eat, or sells food to consumers...or produces food, for that matter....has a part in this urgent program. So it does cover a broad field. It affects every man, woman and child in this country, whether they're aware of it, or not.

ANNCR: One thing we know well --- the food we save and send to the people in Europe will be gratefully received.

PMA: Here's what happened when the first wheat shipment by UNRRA reached Austria. A public celebration was held at a Vienna bakery. The Chancellor of Austria said the arrival of this wheat was a happy day for Austria. He thanked UNRRA for the delivery and gave assurances that the wheat would be fairly distributed.

ANNCR: Thank you_____, for giving us some ideas on how we can help to supply more wheat, fats and oils to the war-devastated areas of the world. This report on home front food activities has come to you from the Production and Marketing Administration office at _____. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM...AT HOME AND ABROAD. This broadcast has been a public service feature of radio station _____, presented especially for _____farmers and consumers.

U.S. DEPARTMENT OF AGRICULTURE
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821 Market Street, Room 609
San Francisco 3, California
Western Area

Approx. Time 15 minutes
April 10, 1946
District and State Directors
Can Fit to Allotted Time

FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(Weekly Script No. 105)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECT: ~~FAMINE EMERGENCY PROGRAM~~

PARTICIPANTS: Announcer
P&MA
Home Economist (can be member of nutrition committee, staff worker on state college, county home demonstration agent, or home ec. teacher at local school)

All music directions are purely optional, but would add finish to broadcast.

MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food. At the outset of the war, the food slogan was "Food Will Win the War and Write the Peace." Today, we are finding out the true meaning of how food can "write the peace." The forces of this nation are mobilizing behind the President's Famine Emergency Committee to provide the food to write the peace.

PMA: We can all be active, ex-officio members of this Committee. And it will take full cooperation from each of us to banish the specter of famine from war-ridden Europe and Asia.

ANNCR: Now, here is _____, assistant state director for the Production and Marketing Administration, to tell us about latest developments in our emergency food-saving program.

PMA: Yes, and I'd like to introduce our special guest, _____, a well known home economist, who is _____(title). She's going to have some interesting and helpful ideas for homemakers on how they can help in the Famine Emergency Program.

ANNCR: We're pleased to have you with us, _____, and know our listeners will profit by any information you can give them.

HOME EC.: It's very important now for all of us to do every little bit that we can, so our government can send the needed wheat, fats and oils to Europe. It's this little bit, multiplied by 140 million people, that will determine whether or not we can avert famine and starvation in Europe and Asia.

ANNCR: Well, I've heard it said many times that if each person would eat just one or two slices less of bread every day, we'd soon have enough wheat to meet our commitments to Europe.

HOME EC.: Well, it's not quite as simple as that, as Mr. _____ could tell you. But certainly, it's true that if the homemaker would prepare meals using plentiful foods, and serve plenty of fresh vegetables and particularly potato dishes, like scalloped potatoes...on which most families can make a meal...if the homemaker would help each member of her family eat <u>two</u> less slices of bread every day, that would be a total of about 280 million slices. Since a slice of bread each weighs around one and six-tenths ounces, the total saving would amount to 224 million ounces.

PHA: Then, as I recall, Mrs. _____ the European ration is about an average minimum of 11 ounces of bread a day...so by a little quick arithmetic, one can see that the saving of two slices of bread a day by every American would give 20 million Europeans their bread ration for one day.

ANNCR: That's all very fine, _____, and we'd each of us give two slices of bread to a starving man, woman or child...but it's not possible to do it that way. I think folks have a little difficulty realizing that two slices saved every day here in America will do this tremendous job.

HOME ECON.: That's quite true. Also, this is a voluntary program. Perhaps there are many homemakers who figure they'll cut down on bread consumption when they have to...but until then, well, what's the point.

ANNCR: You mean, they'll wait until our flour supplies get short, and then if they can't get bread, well, all right they'll eat something else. But that kind of cooperation isn't going to get wheat to Europe.

HOME ECON.: Exactly. That's why it's urgent for homemakers to understand what it does mean, in terms of getting wheat to Europe, when they voluntarily cut the family's bread consumption, by, as I mentioned, serving more potatoes...and by utilizing all the bread that comes into their homes. Few homemakers probably realize that they could cut both flour and bread consumption if they utilized every bit of bread and toast in their cooking...for instance, breadcrumbs to dip meats or vegetables in, instead of flour...oatmeal to bind meat loaves and similar dishes together, instead of the customary flour.

PMA: And when the homemaker cuts down on bread consumption, this means she buys less at the store. So the store doesn't have to order so much from the baker. The baker cuts down on his flour order to the miller. The miller uses less wheat. The wheat saved by the mills is thus available to be shipped abroad.

ANNCR: Perhaps it's the <u>indirectness</u> of what happens when we voluntarily cut our bread and flour consumption that is confusing. We ourselves can't see the end result of the simple act of our giving up two slices of bread each day. Thus we aren't aware of how great an effect it will have.

PMA: However, I'm sure that all the information that comes to us from the famine-stricken areas is clearly indicative of what the end result will be, if we don't voluntarily cut our bread and flour consumption.

HOME ECON.: Already the children of Europe are digging in garbage pails... Tuberculosis has reached an epidemic stage among children as a result of malnutrition. Infant mortality is very high. I don't think there's any question about the need for facts. The need NOW is THE DOING.

ANNCR: Well, has there been any evidence of a lower bread consumption since the campaign started?

PMA: We do know that U.S. wheat exports for the first three months of this year were the largest on record....and totaled around 100 million bushels. Shipments are setting new records. But the Bureau of Agricultural Economics of the U.S. Department of Agriculture gives us this warning. The BAE tells us that a very substantial voluntary reduction in the domestic food consumption of wheat will be needed during April, May and June, if we are to meet our January through June export goal of 225 million bushels.

ANNCR: How about the new extraction rate for wheat being milled into flour... won't that give us more wheat to send abroad.

PMA: Yes, the 80 percent extraction rate is expected to reduce our food use of wheat about 20 million bushels during this period. Out of the total wheat supply, that would give us 200 million bushels of wheat for export....

ANNCR: And we need 225 million bushels....so, the American people are being asked to save this extra 25 million bushels by eating less bread and other wheat products.

PMA: And the farmers are being asked to feed less wheat to livestock. Secretary of Agriculture Clinton Anderson tells us that the next 60 to 90 days will be the most critical period in the world food crisis. He puts it squarely to consumers, farmers, processors and handlers, whether or not we meet our export goal...because it can only be done with the cooperation of all these groups.

HOME ECON.: I'd like to make a special plea to homemakers, too. Don't hoard any flour. I'm not exaggerating when I say that every sack or package of flour that is hoarded may mean the loss of life abroad.

PMA: And there's no need to hoard flour. The stocks now in distribution channels and the grain now held by mills for domestic consumption are sufficiant to meet the needs in most area, until the new harvest is well underway.

HOME ECON.: What's more, aside from the fact that hoarding isn't necessary from a supply point of view, it isn't the right thing to do, in the face of famine conditions in Europe. Also the housewife who does hoard more flour than she needs currently will be sorry...when some of this flour begins to spoil. Flour deterioriates rapidly when in warm weather.

ANNCR: All the more reason why there's no point in hoarding flour.

HOME ECON.: A little good old-fashioned pioneer thrift is what we need. Thrift, not only with bread, flour, fats and oils, but with <u>all</u> foods. The average American household probably wastes sufficient food in a day to feed another person.

PMA: We can take a lesson from our Army, too. "More food in the stomach and less in the garbage can" is the slogan of the U.S. Army. The Quartermaster General's Office has already taken steps to cut bread consumption in the Army. Issues of bread have been cut from 15

(more)

PMA;Cont.: pounds down to 12 pounds for each 100 men at a meal. Mess sergeants have been given instructions for the more economical handling of bread, such as storage on screen shelves, and one-half inch thick slices. The Army estimates that 1,445,000 pounds of bread are being saved each month simply by deleting the allowance of 5 pounds per 100 men of bread for toast at breakfast, when hot cakes, French toasts, bran muffins or coffee cake are served.

HOME ECON.: And that's a good hint to housewives. Certainly, there's no need for toast on the table with waffles or hotcakes. If she has waffles or hotcakes, since they require flour, there's no need to have toast as well. Then, she can go still further in cutting down the number of waffles or hotcakes served by giving the family a side order of eggs.

PMA: And if her family isn't satisfied with one waffle, say, instead of two, and an egg, she can add some hashed brown potatoes, or potato cakes.

HOME ECON.: And instead of serving waffles or pancakes twice a week for breakfast, she can serve them only once a week. I think we Americans can count ourselves as very fortunate. Whenever we've been asked to give up eating a certain food, even when we were rationed on many important foods, there was always some other food we could use in its place. We're asked to give up bread, but we have plenty of potatoes and plenty of eggs. We're asked to give up cakes, pies and pastries, but that doesn't mean we have to go without desserts. There are sufficient eggs for puddings. If we have a good stock of home-canned fruit, we're all set.

ANNCR: And over in Europe and Asia there are no substitutes.

PMA: No, the total food supply is so short in the countries which were battlefields of the war, or occupied by the Nazis, that in most instances to go without bread and flour, means to go without food. While bread is only one-fourth of the average American diet, it forms up to two-thirds of the diet in many European countries. Even so, the ration of bread is very low and the entire food ration is at starvation levels in most places.

ANNCR: Wheat is the main product we need to send abroad, and fats and oils fall next in line, but I'm assuming we're sending other foods, too.

PMA: A correct assumption, _____. We are also supplying evaporated milk, eggs, cheese and some meat. But let's remember that while the importing countries would like more of these other foods...they would like a more interesting diet. But, right now, they are primarily concerned with the food that will sustain life. Thus wheat is their first requirement.

HOME ECON.: Certainly while we need some of our wheat supply as food to sustain life here, we have so many other foods that wheat products play a minor role. We're in a very good position to substitute oatmeal for wheat in many cases.

ANNCR: I meant to ask you, Mrs. _____. What other suggestions for cutting down on wheat consumption can you give us, besides the eating less bread, and less cake, pastries and pies?

HOME ECON.: As I mentioned, oatmeal is a good "instead of" for wheat. For instance, oatmeal can replace part of the wheat flour in making bread, biscuits, muffins, pancakes and cookies. Leftover cooked oatmeal can be used as a thickening for gravies, soups and stews.

ANNCR: I gather that the rice supply is so short in Asia that we can't consider rice as a substitute for wheat....

PMA: That's right. Asia's rice supplies are critically short, because of a small 1945-46 crop. Famine and starvation is also a grave problem in many parts of Asia because of the rice shortage.

HOME EC.: I might add that right now we'd better do away with our old custom of throwing rice at weddings. In fact, it's a good idea to also use potatoes wherever possible, in place of rice, in the main course of the meal. While wheat is the mainstay in Europe, we also need to remember that rice is the mainstay in Asia, which also suffers famine and starvation.

ANNCR: How about cornmeal?

PMA: Where cornmeal is plentiful, it should be used, of course. But even this idea can be carried to extremes. The whole point is, we do have sufficient quantities of cereals for our diet <u>needs</u>. What we're being asked to do is stop <u>over</u>-eating on bread and wheat products.

ANNCR: Well, this idea ought to appeal to the folks who are trying to slim down a bit.

HOME EC.: And it does. A little less bread, less salad dressings and fried foods, less macaroni and spaghetti dishes, will definitely cut down a person's weight. Incidentally, in the place of rice pudding, the housewife can make Indian pudding which contains cornmeal. And a little extra cornmeal mush, sliced and fried in meat drippings, served hot, is a hearty breakfast dish. Then in soups, you can use pearl barley instead of rice, or noodles.

ANNCR: About the best way to cut wheat consumption, seems to me, is to get out the recipes for using pearl barley, oatmeal, cornmeal and potatoes.

HOME ECON.: If the lady of the kitchen serves a meal which includes plenty of fruits and vegetables, she'll automatically cut down on the family's bread consumption. A menu of soup, salad, main meat course and three vegetables, including potatoes, plus a fruit or custard dessert is sufficiently filling so the family won't have to finish off with two or three slices of bread and jam.

PMA: This voluntary program merely calls for a little of that homemaker's ingenuity which produced such good results during wartime, when we had food rationing.

ANNCR: I belive you're right.

HOME EC.: I'd like to suggest that any homemaker who develops some interesting recipes which save wheat ought to pass the word along to her friends and neighbors. Exchanging recipes is an old American custom, and now's a good time to exchange wheatless recipes.

ANNCR: Thanks to you, _____, for telling us about practical ways in which consumers, and particularly homemakers, can cooperate in the Famine Emergency Program. And our usual thanks to _____, for being with us again. If you want to help fight famine and starvation in Europe and don't know what to do, get in touch with the _____ State Famine Emergency Committee, _____(address). Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM...AT HOME AND ABROAD. This broadcast, presented by the Production and Marketing Administration office at _____, is a public service feature of radio station _____. It is presented especially for _____ farmers and consumers.

U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Admin.
821 Market Street, Room 609
San Francisco 3, California
Western Area

Approx. Time 15 Minutes
April 17, 1946
District and State Directors
Can Fit to Allotted Time

FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(Weekly Script No. 106)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECTS: FATS AND OILS CRISIS
RICE SET ASIDE
DISTILLERS' GRAIN INVENTORIES LIMITED
HOOVER REPORTS

PARTICIPANTS: Announcer
P&MA

All music directions are purely optional, but would add finish to broadcast.

MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food. At the outset of the war, the food slogan was "Food Will Win the War and Write the Peace." Today, we are finding out the true meaning of how food can "write the peace". The forces of this nation are mobilizing behind the President's Famine Emergency Committee to provide the food to write the peace.

PMA: We can all be active, ex-officio members of this Committee. And it will take full cooperation from each of us to banish the specter of famine from war-ridden Europe and Asia.

ANNCR: Now, here is _____, assistant state director for the Production and Marketing Administration, to tell us about latest developments in our emergency food-saving program.

PMA: We've talked about the fats and oils shortage from time to time. And I hope we have been able to impress listeners with the extreme urgency of the situation.

ANNCR: At any rate, _____, let's hope that every housewife is saving all the kitchen fats possible for cooking purposes, and then turning in the fat that's no longer usable to her butcher.

PMA: More than that, we hope housewives are figuring out daily meals for their families which conserve on fats and oils. But this fats and oils problem isn't just a home front problem. It's an international one. And if we're going to solve this problem, we'll need action on an international scale.

ANNCR: Well, just what would this action on an international scale involve?

PMA: Secretary of Agriculture Clinton Anderson set the wheels in motion recently. He made an appeal to the ten nations with a fairly high consumption of fats and oils for cooperation in a world program. The purpose of the program would be to increase the allocations of fats and oils to the countries served by UNRRA and the other nations who don't have adequate supplies.

ANNCR: Now, that seems like a sensible idea. Certainly, from the reports we get about the undernourishment among European children and the extent of tuberculosis over there, there can't be any delays in getting the wheat, fats and oils to these children.

PMA: That's the Secretary of Agriculture's viewpoint. He has made a direct appeal to the food and agriculture ministers of the United Kingdom, Australia, New Zealand, Belgium, the Netherlands, Sweden, Denmark, Argentina, Canada and Brazil. The Secretary describes the fats and oils crisis as "one of the most difficult and painful food problems confronting the United Nations." He comments that it can be solved only by cooperation of all the United Nations.

ANNCR: What kind of a solution does our Secretary of Agriculture suggest?

PMA: In his message to the ten countries I mentioned, he suggests that the supply of fats and oils available for allocation could be increased first, by reducing year-end stocks, and second, by effecting reductions in consumption. He also indicates that this country is prepared to reduce even further its consumption of fats and oils, in such a cooperative program with other high consumption countries.

ANNCR: You know, some folks are probably wondering why you talk about the United States as one of the fairly high consumers of fats and oils....at a time when we feel we're not getting much in the way of fats and oils.

PMA: Obviously, we're a heavy consumer of fats and oils, in comparison with the European countries and other areas suffering from a drastic shortage. However, the allocation of fats and oils for the next few months to U. S. civilians will be about 20 percent less than we had in the same period, a year ago.

ANNCR: Of course, we're aware of why we have this fats and oils shortage.....and that's largely because we're not getting supplies from the Far East.

PMA: Yes and actually, the world fats and oils situation is much worse now than at any time during the war.

ANNCR: I suppose that's because it's possible now to get fats and oils to more of the shortage areas...

PMA: Yes, instead of having more fats and oils for more consumers, we have about the same supply, with more consumers. While the deficit areas have expanded, the supply has remained the same. As yet, the liberated areas of the Far East have been able to send us very little in the way of vegetable oils.

ANNCR: And they were a major source of the supply before the war....

PMA: Yes, the Far East producing areas supplied about thirty-five percent of the total that moved into international trade. The drought in Europe and the Mediterranean last season didn't help the production of fats and oils in those areas, either.

ANNCR: Speaking of the situation in the Far East....what progresses, if any, has been made in the Philippines to revive the copra industry over there?

PMA: I think we all realize the rebuilding of this industry will be a slow business. We are making an effort to collect additional supplies over there, with encouraging results...but, as I said, it will be a long time operation.

ANNCR: Let's hope something can be worked out soon on an international scale, to solve this fats and oils problem.

PMA: But meanwhile, there can't be any let-up in our own conservation of fats and oils. Incidentally, the total collection of used fats for March 1946 in the entire United States is something we can all be proud of.

ANNCR: Now, that's a very encouraging statement, _____. What's the story?

PMA: Guess our housewives are really going to town on the turning in of used kitchen fats. During March, the civilian fat salvage program yielded total collections of over sixteen million pounds. That's a 31 percent increase over February. And it's eighty-eight percent better than we did last December.

ANNCR: That's good news indeed. And if the housewives keep up the good work, we know one thing for sure....we won't feel the shortage of fats and oils nearly as much as we would otherwise.

PMA: That is probably an understatement, my friend. Without the used fats that we are salvaging each month, we'd feel the shortage very keenly...for one thing, housewives would have trouble getting enough soap.

ANNCR: Okeh, _____. And let's hope April collections are higher than the March figure.

PMA: Very definitely. Now, some information on another food...rice. Homemakers need to remember that rice is one food which we can't very well substitute for wheat. Rice must go to many famine stricken areas in the Far East and to our territories, where it is an important item in the normal diet of the people.

ANNCR: So, we'd better go easy on rice consumption, too.

PMA: Well, let's not <u>increase</u> our consumption at a time like this. There's a set-aside order in effect, War Food Order No. 10. Under this order, millers in California are required to set aside seventy percent of their production for purchase by government agencies. And in other states, the set-aside is fifty percent.

ANNCR: On the basis of that, _____, I'd say we should hold down rice consumption.

PMA: Well, you can see that some housewives, not knowing about the situation, might consider rice a good cereal to take the place of wheat. Of course, I'm not saying that folks should cut out rice altogether. The important thing to remember is not to eat more rice than we have been.

ANNCR: Actually, rice never has been a major item in our diet, the way it is in some other countries.

PMA: That's right. Aside from the distribution by UNRRA, we're making large quantities of rice available to our own territories.. to Puerto Rico....the Virgin Islands and Hawaii. We did this all through the war.

ANNCR: While we're on the subject of these government set-aside orders.. I understand there's been a further limit on the inventories of grain held by beverage distillers.

PMA: Yes, distillers are now limited to an inventory of grain of seven and a half days' supply, based on daily mashing capacity. Any distiller whose inventory totals more than a seven and a half days' supply can use no grain or grain products in the manufacture of beverage alcohol or distilled spirits.

ANNCR: Then, as I recall, the distillers are also prohibited from using any wheat or wheat products.

PMA: That's correct. No wheat or wheat products, and no corn of grades 1, 2, and 3. Also distillers can use only limited amounts of rye. The purpose of these limitations, obviously, is to increase the market supplies of grains, so we can send more wheat to Europe.

ANNCR: You've given us reports from time to time on the food situation in Europe, as a result of Herbert Hoover's trip. I hope you have more of this for us today.

PMA: That I do. And when Mr. Hoover talked before the International Food Conference at London, he stated that with the coming harvest, world food problems would be, by no means, ended. Favorable weather would help the situation...it would give us a breathing spell. I'd like to quote a statement he made, because it is so realistic. Mr. Hoover told the International Food Conference that in Europe "hunger sits at the table thrice daily in hundreds of millions of homes, and the spectre of possible starvation haunts equally the halls of government and squalid hovels in the ruins of war".

ANNCR: Yet, you'll hear some travelers report that there's no real famine in Europe.

PMA: That's another point which Mr. Hoover clarified. He points out, and I agree, that the world has been using the words "starvation" and "famine" very loosely. As Mr. Hoover says, in modern civilization, whole nations do not lie down and die. The casual observers do not realize that famine would have already struck great groups and classes, if it were not for past overseas supplies - and that famine is inevitable unless we land for the next months, every ton of overseas food that we can summon. And nothing is more preposterous, continues Mr. Hoover, than the opinions of travelers on the Continent who live on black market food at prices out of reach of 99 percent of the people.

ANNOR: So, there should be little question in our minds about the need for full cooperation in the Famine Emergency Program.

PMA: Frankly, I don't see how anyone can question the need. In Czechoslovakia, supplies of cereals on hand and in sight will last until mid-May, and the new crop supplies will not be available until mid-August. In Poland, the cereal ration has been cut, and with this cut, Poland must import about 80,000 tons of wheat a month during May, June, July and August to maintain this reduced ration. It is even possible that a considerable quantity of grain obtained for spring seeding will have to be eaten because of the critical shortage.

ANNOR: ....then Poland has such a terrific problem of displaced persons. It must be extremely difficult to handle the feeding of the people who are moving from place to place.

PMA: That's a big part of the problem in Poland, of course. Then, as a result of Mr. Hoover's visit to Switzerland, we learn that almost all other foods except vegetables are rationed in Switzerland, even meals in restaurants. Swiss rations have been adequate to maintain pre-war health standards, mainly because they could get sufficient milk for the children and small amounts for adults. However, Swiss supplies of cereals and fats are smaller than at any time in the last six years

ANNCR: At any rate, whichever way we turn, the food situation in Europe is very bad...and there can be no slackening in our efforts to cut our own consumption of wheat, fats and oils.

PMA: Right. And with a lower meat allocation for U. S. civilians during April, May and June, the housewife will also need to do a little substituting for the meat course on occasions.

ANNCR: Less meat, huh? What's the problem here?

PMA: There are two reasons for this lower meat allocation. First, we have a seasonal decrease in production. And second, heavy supplies of meat will be obtained during this period for relief use abroad. But generally, the food situation is very favorable in this country.

ANNCR: In other words, we can continue to count on good supplies of many foods, which can be substituted for the items in shorter supply, and particularly those needed for relief feed.

PMA: The Bureau of Agricultural Economics of the USDA has just issued a statement on our food situation which certainly emphasizes the plenty we have. During the next six months we can expect larger supplies of eggs, dairy products, fish and fresh vegetables. And these supplies will help to make up for less wheat, fats and oils and meat.

ANNCR: Thank you,_____, for this report on the food picture. Friends if you want to help fight famine and starvation in Europe and don't know what to do, get in touch with the _____State Famine Emergency Committee,_____(address). Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM...AT HOME AND ABROAD. This broadcast, presented by the Production and Marketing Administration office at _____, is a public service feature of radio station _____. It is presented especially for _____farmers and consumers.

U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
821 Market Street, Room 609
San Francisco 3, California
Western Area

Approx. Time 15 minutes
April 24, 1946
District and State Directors
Can Fit to Allotted Time

FOOD FIGHTS FOR FREEDOM — AT HOME AND ABROAD
(Weekly Script No. 107)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECT: DEVELOPMENTS IN WHEAT PROGRAM
MORE ON FAMINE CONDITIONS ABROAD

PARTICIPANTS: Announcer
P&MA

All music directions are purely optional, but would add finish to broadcast.

MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food.....about the food that is so urgently needed to save millions from starvation.....about the plentiful foods we can eat here in this country, so wheat, fats and oils can go to the starving millions.

PMA: Today, our entire nation is mobilizing behind the Famine Emergency Committee...it will take full cooperation from everyone to banish the spectre of famine from war-ridden Europe and Asia.

ANNCR: Now, here is _____, assistant state director for the Production and Marketing Administration, to tell us about latest developments in our emergency food-saving program.

PMA: And probably, _____, what many people would like to know, is how the latest order affecting wheat, will affect them..... particularly what the order reducing flour production means to the individual consumer.

ANNCR: This latest order, as I understand it, is to speed up the process of making more wheat available for famine so we can at least meet our commitment of a million tons a month.

PMA: You see, the order to reduce by twenty-five percent the production of flour for domestic consumption will get results more quickly...

ANNCR: But consumers are still asked to consume 40 percent less flour... as a voluntary measure, is that correct?

PMA: Yes, consumers have an additional cut to make...it's their voluntary job in this famine emergency program to see to it that our total consumption of wheat and wheat products is cut by forty percent. The point is that the flour available is 25 percent less and the only way consumers can reconcile the supply available with their needs is to eat less bread and other grain products.

ANNCR: Also, isn't this additional reduction at the home level an effort to get as much wheat as we can to send right now, when the needs in famine areas are so very great.

PMA: True enough. As the President cabled to Herbert Hoover..."only 75 days are left in the current phase of the famine relief program."

ANNCR: Then the problem is, not the quantity of wheat, but the time required to make it available.

PMA: I think we all realize that even though the voluntary effort is better than regulation, as a matter of principle, still the voluntary effort is slower. You see, it takes some time for reduced demand at the retail level to reflect itself in wheat and flour available for export.

ANNCR: And every day, the reports from Europe seem to get blacker and blacker.

PMA: They certainly do. The six-point program for famine relief which the Secretary of Agriculture announced recently was put into effect because the food situation abroad is worse than it's painted.

ANNCR: Even though folks have heard and read about this six-point program, perhaps you'd better refresh their memories.

PMA: Well, the flour order we've been discussing is the first provision. In addition to making more wheat available for export, the order, which is an amendment to War Food Order 144, is designed to bring about a more equitable distribution of wheat among millers.

ANNCR: And of course, the reduction of 25 percent in flour milled for domestic consumption doesn't mean the millers will produce less flour.

PMA: Not at all. It's in the form of a set-aside...Millers are reducing their production of flour for domestic consumption to 75 percent of the quantity distributed domestically in the corresponding months of 1945. And the wheat milled over and above the amount permitted for domestic distribution will go for famine relief shipment.

ANNCR: This order will mean, I suppose, that the food processing groups who use flour will have to make some sort of a corresponding decrease.

PMA: The same amendment to Order 144 also provides that food manufacturers must limit the use of wheat in the manufacture of products for domestic human consumption to 75 percent of the quantity used in the corresponding months of 1945.

ANNCR: So that pretty well evens up the supply and demand situation for this group....

PMA: Whereas, at the consumer level, as I mentioned a moment ago, this leveling off is a voluntary measure...but it still is equally urgent that we have full cooperation all along the line, from farmer to consumer. In that way, we can get the wheat to the famine areas as quickly as possible.

AMCR: You mentioned the fact that the flour order would help to equalize the distribution of wheat among the millers. Now, how about this problem of some millers having more wheat than others.

PMA: A third provision of this six-point program to get more grain for shipment abroad takes care of that particular problem. As of the first of May, millers and food manufacturers are limited to a 21 days' inventory of wheat. And after May 1, no miller or food manufacturer may use wheat, unless amounts of wheat or flour in excess of this specified inventory are offered to the Commodity Credit Corporation for export.

AMCR: All these actions should <u>really</u> speed up our wheat shipments.

PMA: Well, we've got to squeeze around 49 million bushels of wheat out of our own consumption and our stocks, between now and the end of June, if we're going to meet our commitments.

AMCR: Say, how about the wheat farmer in this six-point program?

PMA: The wheat farmer is being offered a bonus to deliver wheat. He will get 30 cents a bushel extra on wheat delivered under the certificate plan by May 25. And to get this bonus, the wheat grower must determine a date for payment between the time he delivers the wheat and June 15, 1946.

AMCR: Let's see, the wheat certificate plan ... Is that where the farmer can set the payment date after he has delivered the wheat?

PMA: Something like that. The certificate plan permits immediate delivery of wheat by the producer. The producer has the privilege of selecting any date for payment between the day of the delivery and March 31, 1947. This bonus plan gives farmers more incentive to deliver their wheat between now and May 25 under the certificate plan. And a bonus payment plan has also been worked out for corn producers. In addition,

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PMA:(CONT) the Department of Agriculture is offering to buy an unlimited amount of oatmeal from millers, so more food will be available for famine relief.

ANNCR: In other words, no stone is being unturned. And your discussion of the six-point program for speeding grain shipments certainly indicates the great urgency for consumers to help meet our pledges to the famine-stricken people.

PMA: And here's the point. These various measures which the Department of Agriculture is taking are <u>not</u> a substitute for voluntary conservation. While they will help, the need continues for every bit of saving that can be brought about by every person in this country....with special emphasis on wheat and grain products. Folks who've been using oatmeal products to cut their wheat consumption need not worry. We have a record supply of oats.

ANNCR: So, actually, the oatmeal we send abroad will help the people in famine areas to use more oatmeal and oats, in order to stretch their wheat supplies.

PMA: Of course, a great many people are worried about our current flour supplies. I was very interested to learn the other day that Americans have had roughly <u>5 percent more</u> flour available for consumption during the first 3 months of this year, compared with the same period a year ago. And while exports are up 65 percent, at the same time flour production for the first three months of this year is 13 percent higher. Actually in March of this year, more flour was available for consumers than in March of 1945.

ANNCR: Well, we've had plenty of flour all during the war, that's certain. And gone without some other foods. But now that we have a more plentiful supply of food generally, it shouldn't be too difficult to ration ourselves on flour.

PMA: Exactly. And we'd be surprised just how much wheat will come from a very small amount of conservation in every home. We have to understand clearly that bread is the foundation of every meal in the famine areas of Europe. In Italy, for instance, the diet is mostly bread or flour.

ANNCR: I've been meaning to ask you,_____. A great many people seem to want to know exactly what sort of meals the people in famine areas have. Could you give us any ideas?

PMA: I was just about to do that...we've received some information through UNRRA. Now here's the sample diet for Italy. Breakfast, bread, tea or coffee, probably ersatz....

ANNCR: And what else?.....

PMA: That's it. Bread and coffee....

ANNCR: While we have grapefruit, scrambled eggs, hashed brown potatoes, real coffee, and say a slice of raisin toast....

PMA: Considerable of a contrast, isn't it. And at lunch, the Italian diet is thin vegetable soup and bread....

ANNCR: Here we can have a full meal, if we want it, or a large combination salad, with seafood, eggs, vegetables, and so on...in addition, a toasted cheese sandwich, plus coffee and dessert.

PMA: That's right. We're feasting like royalty in this country. Then the Italian dinner listed by UNRRA includes a small amount of spaghetti, bread, nuts and ripe fruit. Dinner is their main meal.

ANNCR: And their dinner would just about be an after-the-movies snack for most of us.

PHA: Yes...and the story in the other countries is much the same. The morning and noon meals are skimpy...When added to the evening meal, they wouldn't make much more than a skimpy meal, compared with the way we're eating. What's most evident, as I mentioned a moment ago, is that, with the limited food supplies available to these famine stricken people, wheat has definitely become their staff of life. As I have said, bread seems to be the foundation of every meal.

ANNCR: And our job is to provide more of the wheat and flour needed to keep that foundation from crumbling.

PHA: ....especially when it's easy for us. Cutting down on wheat consumption in this country means absolutely no damage to our own diets. There are so many foods in plentiful supply right now, that I imagine a good many housewives are beginning to have a little trouble figuring out just what it will be. For instance, on the meat course, our selection can be from plentiful chicken, turkey, fish or lamb supplies. We have eggs galore. And the same goes potatoes. Our supplies of seasonal fresh vegetables like asparagus, spinach, peas and celery are very good. When summer comes along, we'll have more fruits to choose from. The cows don't seem to be falling down on their job of keeping us well supplied with milk. And so it goes.

ANNCR: In so many words,_____, we can forget about bread, and still be well-fed.

PHA: A good rhyme...and something worth remembering. As a matter of fact, I think every housewife can take a tip from our First Lady of the Land. Mrs. Truman has given some excellent instructions

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PMA:(CONT.) for food conservation which are being followed in the White House. At the White House now, Monday is a wheatless day. The use of wheat food on other days of the week is restricted to the morning meal. The bread served in the morning is usually dark. The corn bread and bran muffins are usually served at lunch.

ANNCR: So our First Lady is setting food conservation fashions for the nation.

(PAUSE) Thank you,_____, for this report on the food picture. Friends, we know you want to help fight famine and starvation in Europe. If you're not sure about what you can do, get in touch with the _____State Famine Emergency Committee,_____(address). Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM....AT HOME AND ABROAD. This broadcast, presented by the Production and Marketing Administration office at _____, is a public service feature of radio station _____. It is presented especially for_____farmers and consumers.